

HIGH POINT

NORTH
CAROLINA



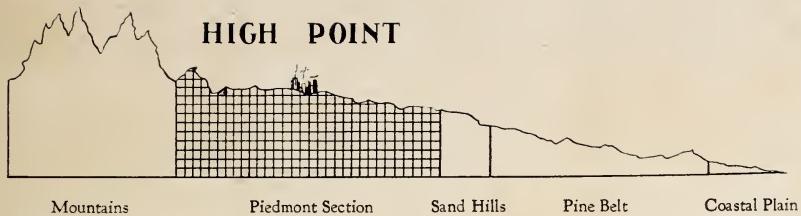
AN
INDUSTRIAL
CENTER

WHERE IT IS
ALSO A
PLEASURE
TO LIVE



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This Booklet is presented to

with the compliments of the
Chamber of Commerce of High Point, North Carolina



A Word About Piedmont Carolina, of Which HIGH POINT is One of the Larger Cities

HE Piedmont section of the Carolinas has probably come in for more attention from the country at large than any part of the South, in recent years. The Piedmont section is largely responsible for the remarkable developments attributed to the state of North Carolina such as good roads, schools, transportation facilities, hydro-electric power, etc. The growth in wealth and population of the Piedmont section is due to its peculiar suitability for industry, and besides offering advantages of transportation, power, labor and proximity to markets it is an enjoyable place to live. Ninety-nine per cent of the population is native-born and 69 per cent white. At present there are three men working on the farms to one in industry. An abundance of potential labor is available from this source. Manufacturing costs are generally lower in all lines. Natural resources are only partially developed. Modern transportation facilities are daily bringing the outside markets closer. The local market has developed into a factor. The per capita wealth in the last ten years has increased 105 per cent, compared to 35 per cent average in five of the nation's richest states.

It will be noted from the maps above and below, the central location of High Point in the Piedmont area.



HIGH POINT, NORTH CAROLINA

High Point gets its name from being the highest point on the original survey made for the Old North Carolina Railroad between Goldsboro and Charlotte.



INDUSTRIAL GROWTH



HIGH POINT has gained a prominent and enviable position among the leading cities in the Piedmont section and in North Carolina as the center of two of the largest industries in the entire south—namely furniture manufacturing and hosiery manufacturing. The success and growth of these two types of industry in High Point have brought it to a predominating position that attracts the outside manufacturer of similar products. And in the natural follow-up of events other industries, many of them allied, have found in High Point the ideal conditions necessary to continued, profitable manufacturing. High Point has 125 factories, making 80 different kinds of manufactured goods.



FURNITURE MANUFACTURING



HIGH POINT maintains an undisputed lead in the manufacturing of wooden household furniture and is the recognized center of this industry in the South, North Carolina ranking as the first state, Virginia the second. Developed originally because of the raw material supply (hardwood lumber) close to hand, this industry now imports from neighboring states and abroad the bulk of its raw materials. However, there still exists under controlled forces, millions of acres of virgin forests which continue to supply the woodworking industry in increasing amounts. High Point conducts one of the four important furniture markets of the

AN INDUSTRIAL CENTER



*Southern Furniture Exposition Building
10 Stories—7½ Acres Floor Space*

country, which holds semi-annual shows in the ten-story Southern Furniture Exposition Building, pictured here, attracting furniture dealers from all over the United States. This leading industry of High Point is made up of 36 factories producing nearly every conceivable kind of household furniture. It's annual payroll is \$5,200,000 which has doubled in the last ten years.

The native skill of the American born laborer has been highly developed in this industry to

his own betterment and to the success of the industry. The contributing factors to success have been labor, power, transportation, raw materials and markets all under favorable circumstances.



Typical exhibits of furniture maintained the year around in the Furniture Exposition Building.

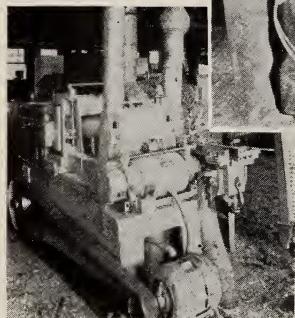


One hundred and sixty factories from all parts of the country exhibit their merchandise here.

HIGH POINT, « « NORTH CAROLINA



Furniture factories in High Point are the most modern possible to build—with electrically driven machinery throughout.



Thirty-two per cent of all wooden household furniture is made in the south. High Point produces approximately \$26,000,000 worth.



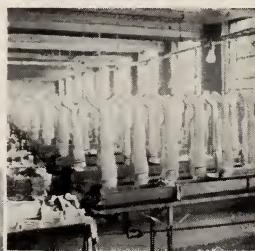
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HOSIERY MANUFACTURING

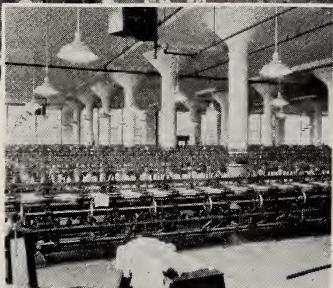
NORTH and South Carolina lead the United States in terms of active spindle hours in yarn mills. High Point has three cotton mills and two silk mills. Hosiery manufacturing has been developed as a natural result of proximity to yarn mills. It will be noted upon investigation that whereas cotton mills have sought out the smaller communities and isolated sections, industries making a finished product such as hosiery have located invariably in the larger towns and as in the case of High Point closer to the northern markets. There are seventeen hosiery mills in High Point with a combined output of \$25,000,000 and an annual payroll of \$5,000,000. In the last five years the growth of this industry has doubled its size in value of output as well as invested capital. Most of the mills are as modern as can be found in the country, both in buildings and machinery. The majority of them are highly successful. The reasons for this are found in the peculiar advantages High Point has to offer—reasonable labor costs, cheap power, proximity to markets, temperate climate, excellent transportation facilities and nearness to raw materials.



High Point is the center of hosiery manufacturing in the south. New buildings and latest machinery contribute to the great production of these mills.



HIGH POINT, « « NORTH CAROLINA



Air view of huge silk mill above. One
of the new full fashioned hosiery mills
below.



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DIVERSIFIED INDUSTRY

ASSING on from the two leading High Point industries, furniture and hosiery manufacturing, we find a balance of diversified products among the some forty other factories making not only allied products but a variety of merchandise ranging from oil burners to street cars. High Point's opportunity for industry to be successful lies in two favorable major facts. Economical production and proximity to metropolitan markets. Also, in a locality where total wealth has increased 660 per cent in the last twenty years and where the population increase has been 23.6 per cent (U. S. Census figure) in the last 10 years, the local market becomes important. People in this territory have money to spend because they are regularly employed at fair wages. As in all industrial communities, most of the money stays at home.

A few of the successful diversified industries classified by products are noted here:

Men's and Boys' Underwear	Caskets
Office Desks	Shuttle Blocks
Silk Cloth	Bobbin Heads
Mixed Silk and Rayon Dress Goods	Paper Boxes
Yarns, for Hosiery and Underwear	Corrugated Paper Cartons and Shipping Containers
Shirts	Batteries
Print Cloth	Furniture Polish
Street Cars	Brick
Art Glass	Flour
Mirrors	Coffee
Paint	Shellac
Wood Fillers	Stains
Lacquers	Varnish
Cigars	Trucks
Enamels	Upholstery Springs

HIGH POINT, « « NORTH CAROLINA

**65 Million Dollars Worth of Manufactured Goods
Shipped Out of High Point Annually**

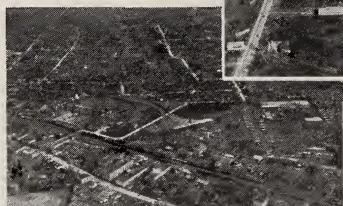
Population Growth

U. S. Census figures for High Point since 1900 show the following increases:

1900	4,163
1910	9,525—128.8 per cent increase
1920	14,302—40.7 per cent increase
1930	36,741—156.8 per cent increase

It will be noted that the last ten years of High Point's growth has been greater in numbers and percentage than in any other period. The future is predicted in even more impressive figures.

Manufacturing additions from the outside have kept pace with inside expansion. For every increase in size of an established factory, a completely new organization or plant has come in, proving that "nothing succeeds like success" in High Point. High Point and its surrounding territory is on the "make." Its industries are growing, new industries are coming in, the local markets are increasing and the people are prosperous.



General views of the industrial districts in the city.



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A FUTURE FOUNDED ON SUCCESS

NECESSARILY predication for the future must be based on conditions as they exist today, regardless of past history. What High Point has accomplished during the last twenty years will not necessarily be duplicated in the next twenty. However, the facts in the case point to even greater strides being made in the next ten-year period. Today High Point moves with a gathered momentum, the result of the progress of the entire state of North Carolina, the entire Piedmont section. High Point is in the center of this progress, retaining many advantages peculiar to itself. High Point is in the largest and wealthiest county in the state. It is convenient to the largest cities in the state. It is on the main line of the Southern, the leading railroad in the South. It has connections with competitive roads through its own locally owned short line, the High Point, Thomasville and Denton R. R. It is on the New York, New Orleans air mail route. Hard surface roads lead in all directions to points near and far. It is the largest city closest to the geographical center of the state and it is in the North Central section of the Piedmont area. These factors have developed in High Point's favor in the last twenty years where most of them did not exist before.

Add to these, those important features of natural resources, still in an undeveloped state, abundant labor supply, (3 to 1 farmers at present) ample hydro-electric power with still greater facilities for development, and the equable climate, vigorous without extremes.

Briefly summing up these resources with the advantages of momentum, size and surroundings, High Point has more probably just hit its stride and another ten years should see a growth more remarkable than since 1920.

High Point's future is bound up in the future of the New South, North Carolina and Piedmont Section.

Loaded H. P. T. & D. train leaving freight terminal at High Point.



HIGH POINT, « « NORTH CAROLINA

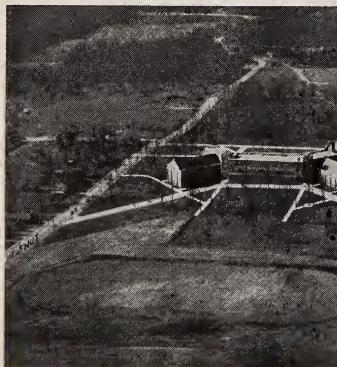
Prepared For The

THE City of High Point recently published a booklet entitled "Prepared for the Future" which summed up the civic improvements made and in the making. It showed preparations for future growth of the town, such as water supply, sewage disposal, street paving, street lighting, schools and municipal building, to be either ample for requirements of twice the present demand, or resting on foundations adequate to handle any necessary additions economically and efficiently. For years to come High Point need not be concerned with any major or vital project that might become necessary by the city's growth. The water supply was ample even during the summer of 1930 for a city of 100,000 people. High Point has already paid the greater cost of these improvements and provided for the future as well.

A steady reduction in the tax rate for several years is an interesting proof of improved financial condition in spite of millions expended for civic improvements, schools, etc. In four years High Point's tax rate has fallen 35 per cent and still

Center View—High Point dam and lake forming the huge reservoir insuring ample water supply to the city for years to come.

Below—Two aerial views of High Point's \$800,000 High School and athletic field.



High Point is seven miles from the Tr...
stop on the New York-New Or...
daily in each direction. A private...
outside of the city limits. Plans ar...
airport on a scale to give High Po...
Other projects to materialize shor...
hall, a new Junior High School,
which the appropriation (\$400,000

A N I N D U S T R I A L C E N T E R

The Future

further reductions can and will be made. Thus, enterprise locating in High Point is buying taxes on a falling market without paying the price of inadequate municipal facilities, isolation and general lack of progress that are commonly offered with a low tax rate. High Point has no free factory sites nor does it offer any *free* inducements. Suffice it to say that the city and its people look with favor upon new industry.

Assessed Valuation: 1911—\$2,911,034, 1915—\$4,788,676,
1920—\$19,578,325, 1925—\$32,315,866, 1930—\$51,904,586.

High Point is zoned for business, residential and factory districts. At present there are four wards, each represented by a councilman. A mayor is elected at large who presides over the city council. A city manager is employed, who is responsible to the city council. All city departments are responsible to the city manager. The present financial statement made from the annual audit shows High Point in as strong and excellent position as is seldom realized in any city of equal size.



Left View — Central industrial and business district with main line of Southern Railroad bisecting the town.

Below—One of two modern sewage disposal plants on outskirts of city.



the Tri-City Airport, official mail route with two mails alic airport is in operation just under discussion for a municipal the finest facilities in the state. are an enlargement to the city d a new U. S. post office for was made by the last congress.

HIGH POINT, NORTH

THIRTEENTH



S THE history of the progress of North Carolina is the story of the progress of cities in the state, so no description of any city in North Carolina is complete without a brief outline of the important facts that have brought the state to its present leadership in the South and thirteenth in population in the Union—(3,165,146) U. S. Census, 1930.

CLIMATE EXTENT—North Carolina lies on the same parallel of latitude as the central Mediterranean basin, in climate the most favored region on the globe. Its death rate is lower than the average for all of the United States and its birth rate is the highest of any state. Latest U. S. Census shows but three tenths of one per cent foreign born in the State. Its trees range from the tropical palmetto to the firs of the far North. Destructive storms are practically unknown.

WATERS—An Atlantic shore line of three hundred miles forms the eastern boundary of the State. North Carolina contains the greatest water area and playgrounds of any State.

MOUNTAINS—Within a radius of fifty miles of one North Carolina city there are more than: Thirty mountain peaks, all higher than Mount Washington, N. H. Mount Mitchell, 6,681 feet, highest peak in North Carolina or east of the Mississippi, overlooks sixty-four peaks over 6,000 feet high. The Great Smokies National Park, to cost over \$10,000,000 besides three national forests, are located here in the Appalachian Mountains. Trees, shrubs and animals of the Canada climate are native here; the mountain waters are among the purest known.

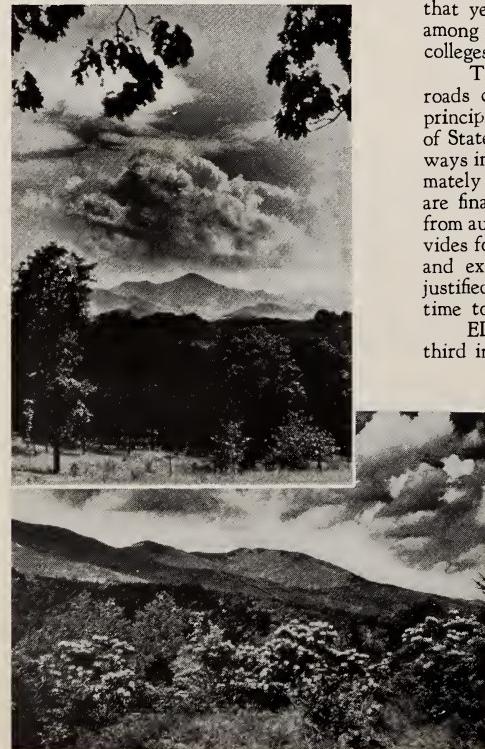
EDUCATION—The University of North Carolina, founded in 1789, is the oldest State University in America. The State also maintains the State College of Agriculture and Engineering and four other colleges for whites and seven for colored. There are also thirty-two denominational or privately operated colleges for whites and seven for colored in North Carolina. The State leads the South in education; spent 75 million on public schools in the last eight years, 34 per cent being

for new schools in 1926, leading the United States that year. Duke University at Durham, N. C., is among the best equipped and endowed of American colleges.

TRANSPORTATION—Hard-surfaced State roads connect practically every county seat and principal city in North Carolina, over 8,800 miles of State Highways; the State spent more on highways in 1926 than any other in the South; approximately \$160,000,000 in ten years. State highways are financed, built and maintained out of revenue from auto licenses and gas taxes, alone, which provides for interest charges, sinking fund, maintenance and extension fund. The gas tax is many times justified by the savings in car wear, mileage and time to motorists.

ELECTRIC POWER—North Carolina ranks third in the United States in power development.

In the Southern States it ranks first in output of power plants, approximately 2,550,000,000 kilowatt hours for 1929. The installed capacity of power plants amounts to 1,655,900 horsepower; six new power sites in North Carolina are arranged for with a total capacity of between 400,000 and 500,000 horsepower. Eighty-five per cent of counties are reached by high-tension lines.



The grandeur of the famous Blue Ridge is known throughout the world. Asheville is but 185 miles from High Point with other mountain resorts as close as 85 miles by motor.

CAROLINA

STATE

LEADS—North Carolina ranks first in tobacco manufacture, has the largest Hosiery Mills, Towel Factory, Overalls Factory, and second largest Aluminum Reduction Plant in the world. It has the largest Denim Mill, Damask Mills, Underwear Factory and Pulp Paper Mill, and one of the largest Rayon Mills in the United States. More tobacco products are made in one North Carolina city than any other in the world.

North Carolina has more Cotton Mills than any State in the Union; is first in the value of cotton manufactures and in the number of active spindle hours; more mills that dye and finish own products than any other Southern State. Its Textile Mills consume 50 per cent more bales of cotton than are grown in the State with a total value of all textile products of half a billion dollars.

AGRICULTURE—Fourth State. In 1929 North Carolina ranked fourth among the strictly agricultural states in value per acre of the twenty-two important farm crops of the United States, (\$41); it ranked sixth in total value of same, (\$291,177,000) exceeded only by Texas, Iowa, Nebraska, Illinois and Kansas. North Carolina leads all states in the production of tobacco.

FOREST PRODUCTS—North Carolina produced over \$53,000,000 forest products in 1927. The South produces 45 per cent of the Nation's lumber, and Western North Carolina's hardwood forests, and Eastern North Carolina's pine and gum timberlands are among the richest in supplies of timber in the eastern half of the United States.

MINERALS—North Carolina ranks first in the United States in the number (224) of native minerals; in the production of crude feldspar (50 percent of United States) pyrophyllite and residual kaolin clay. It ranks second in the production of mica, and second among Southern States in the production of copper (8,207,000) pounds.

GAME—Game birds and game of all kinds abound in many counties. It is the leading wintering ground of migratory wildfowl on Atlantic coast. Trout, bass and other game fish are abundant.

COMMERCIAL FISHERIES—North Carolina's enormous fresh and salt water sounds and lakes, over 3,600 square miles, affords some of the finest fish and shell-fish grounds in the United States.

HOMES—North Carolina leads the Union in the percent of debt-free homes. More than four-fifths of its home owners have no debt thereon.

North Carolina's entire coast line offers beaches such as these. The nearest are but 210 miles by motor from High Point.



The inland waterway will soon be completed down the entire coast.



HIGH POINT, « » NORTH CAROLINA

POPULATION
1930 U. S. CENSUS

36,741



Population High Point Township 40,978

Population Local Trading Area 55,515

Population 50-Mile Radius 640,744



ITIZENS of High Point are citizens of North Carolina at large. Their interests, friends, recreations and pleasures extend over the state. High Point in itself is one of the most delightful cities in the state in which to live and enjoy life. This fact is attested by new comers and old residents as well. There being no outstanding large city in the state, social activity is in a measure interdependent among towns. There is no city population as the word implies. It is all urban. Business men live within a few minutes drive of their offices. In fact many business men commute by car between their homes in one city and business in another, and in less time than it takes thousands who, for instance, live on Long Island and work in Manhattan.

A PLEASANT PLACE TO LIVE



*Air views showing layout
of city.*

*Below—Shopping district
looking North.*



HIGH POINT. « » NORTH CAROLINA

A City of Beautiful Homes

HIGH POINT is fortunate in having several delightful residential developments, one of which has achieved national attention for its natural beauty and development of attractive homes. All residential areas are zoned as such by the city and building restrictions are maintained by the developers. In the last year several homes in the one to two hundred thousand dollar class have been completed and many very attractive and desirable small homes of five thousand and upward. Beautiful paved streets, boulevard lighting and city parkways are features of these sections with all city conveniences and all within a ten-minute drive of nearly every other part of the city. High Point has its own Country Club with swimming pool and tennis courts and golf course within the city limits. A municipal course is operated by the city within the corporate limits.

Typical of the class of home in the majority in High Point.



A PLEASANT PLACE TO LIVE



Some homes in Emerywood—High Point's exclusive subdivision. This development is considered one of the most beautiful in the entire south.

Beautiful flower gardens, blooming nearly every month of the year are to be found in all parts of High Point. Evergreens and mountain shrubs decorate the lawns.

HIGH POINT, » » NORTH CAROLINA

HE famous Valley Brook Course on Sedgefield Estate, seven miles out of town, has a national reputation for winter golf. Pinehurst is but 65 miles by hard surface road. Seaside resorts can be reached in five hours as can also the famous mountain resort of Asheville, with Roaring Gap and Blowing Rock much closer. Most every kind of recreational activity or sport is a year around affair in North Carolina. High Point is situated within convenient driving distance of many world famous resorts. Air ports throughout the state have greatly shortened these distances in time.

A modern school system is maintained, most of the buildings being new—the latest addition an \$800,000 High School. A well equipped denominational co-ed college of several hundred students is of immeasurable benefit to the town. Thirty-six churches of some 20 denominations are active in the city life.

High Point is 940 feet above sea level, has a precipitation average of 47.50, mean temperature of 58 degrees F. Spring average 57 degrees. Summer 76 degrees. Autumn 56 degrees. Winter 42 degrees. No malaria.

High Point is a pleasant place to live as it is an excellent place to work. Those who make their living under favorable conditions of climate, surroundings and among friends are indeed fortunate.



New Church Buildings
in High Point.

Upper left—
Presbyterian.
Center—Methodist
Protestant.
Lower left—Episcopal.
Lower right—First
Methodist Episcopal
South.

A PLEASANT PLACE TO LIVE

High Point Country Club with air views of the golf course and surrounding residential developments.



High Point has one of the best lighted parks for night baseball and football in the south.
Below—View on the famous Valley Brook Course at Sedgefield—seven miles from the city.



SPECIAL INFORMATION AND SERVICES

THIS booklet necessarily paints a somewhat general picture, covering only the important facts concerning High Point, and those but briefly. For specific information and answers to special questions not covered in this booklet, the Chamber of Commerce extends its services for investigation without any obligation. Visitors to the city, regardless of their business or pleasure, are invited to make use of the Bureau of Information.

Special information, regarding factory sites, labor, power, markets and similar data are available. Full reports regarding the opportunities for a particular industry will be furnished. The Chamber of Commerce will also gladly act as negotiators on the ground.



Beautiful paved highways extend from the mountains to the sea and from the Virginia line to South Carolina. All of the larger cities and most of the smaller towns are connected by this great road system—one of the finest in the country.



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